

Outdoor Nation Youth Summit - Results

Outdoors Careers

Item	Scale	N	Avg	Div	1	2	3	4	5	6	7	8	9	10
1-10 Agree/Importance Criterion														
All participants Subgroup														
C-Environmental Education - Priority on schools, pass legislation for environmental education (this is a current bill in Congress), pass environmental literacy plan, have environmental service learning - for credit, early environmental education, scholarships for environmental education.	10	288	9	13	1	4	2	1	1	15	19	32	44	169
F-Prioritize and fund outdoor service learning opportunities in schools followed by opportunities for youth training programs after graduation that offer EQUAL scholarship opportunities similar to the military GI bill.	10	333	8.5	15	4	0	2	4	9	27	26	64	61	136
G-Providing local opportunities for outdoor jobs and careers (growing your own food, A community initiative to restore and renew vacant lots, use local building and construction companies, community grants etc.)	10	365	8.3	20	6	1	5	5	13	37	48	45	64	141
B-Campus recruiting for environmental jobs at career fairs, etc. - making jobs more accessible, desirable, and cool. Going out and engaging youth - not just being there - really working to connect	10	324	7.6	23	4	5	10	11	22	45	35	56	60	76
D-Getting information out about jobs in the outdoors - social media. Have all sorts of groups work together (health industry etc.) radio to inform, high school programs.	10	313	7.6	24	6	4	8	10	18	45	42	55	46	79
A-Create an educational resource and on-line funding database for grant funding for outdoor educators and entrepreneurs. To use technology like APP alerts when new money is available.	10	333	7.4	27	13	5	9	6	30	48	30	70	51	71
E-Advocate and influence politicians for sustainable job training for green jobs. Use current groups or create a new one to lobby.	10	339	7	23	9	4	13	14	30	51	66	59	45	48

Media & Culture

[illegible]

All participants Subgroup															
G-Partner with universities to provide internship credits for students who help educate, provide recreation experiences, and mentor the youth on outdoor issues.	10	336	8.5	12	1	1	0	1	9	31	37	61	73	122	
C-Create an outdoor ambassador internship that provides training and encourages teachers to incorporate the outdoors into the curriculum within their school.	10	329	8.3	14	1	1	4	5	7	27	41	72	69	102	
B-Create and promote free family outdoor events where they can get active outdoors and obtain free local outdoor experiences.	10	321	8.2	15	2	2	0	5	9	34	40	75	50	104	
E-Creating a political platform that focuses on outdoor experiential education curriculum requirements for schools.	10	339	8.1	18	5	0	5	9	10	35	36	68	70	101	
H-We must create a social norm that moves away from electronic companionship and moves toward outdoor experiences that inherently fulfills youth's physical, mental, and spiritual needs.	10	354	8.1	27	11	2	8	6	21	31	35	46	41	153	
D-Create connections and partnerships with local government departments to use the resources readily available to provide outdoor opportunities. (ie: partnerships between schools and park and recreation departments).	10	326	8	14	1	0	6	5	12	31	60	76	57	78	
F-Find and foster role-modeling relationships (mentors) that involve the outdoors in communities.	10	331	7.9	17	2	4	3	9	10	34	53	76	62	78	
A-Create and promote an outdoor Yelp! or Green Map" with interactive features to promote local outdoor opportunities. (Planet Explore - by the North Face) "	10	345	7.6	21	4	4	7	7	23	55	50	62	47	86	

Cultural Diversity

Item	Scale	N	Avg	Div	1	2	3	4	5	6	7	8	9	10	
1-10 Imp./Priority Clear Criterion															
All participants Subgroup															
E-Incorporate the outdoors into standard curriculums through field trips & life skills.	10	332	8.4	22	8	6	1	5	13	20	13	62	68	136	
C-Funding for more accessible afterschool outdoors programs from private (like North Face) and public (education + park & recreation) partnerships.	10	343	8.3	18	8	1	0	4	10	26	50	61	59	124	
G-Advocate with dept of education & bigger organizations to get funding for Environmental and Outdoor Education programs in schools/classes and provide scholarships to get people involved in the programs. (ie: afterschool programs).	10	327	8.1	18	6	1	1	7	13	33	41	68	63	94	

D-Giving kids tools in all schools, resources - free or discounted gear as incentive & programs to get kids outdoors.	10	329	7.8	25	12	5	1	9	17	27	48	68	54	88
B-Establish pilot programs throughout different areas in the country, to test the validity of putting outdoor ed into the schools, then integrate outdoor education & experiences into Urban K-12 schools	10	346	7.7	25	13	3	4	9	12	45	54	63	40	103
F-Informing the Community about what's in the outdoors; getting the information to the schools & parents about breaking the stereotypes that the outdoors is only for privileged people or only for people who can afford to go.	10	338	7.7	28	15	6	4	8	17	33	44	58	51	102
A-Actively outreach and go into All communities & educate people on all the different opportunities (conservation, physical organizations, people documentaries, etc.) and benefits of the outdoors. (goal of leading to ownership of the value of the outdoors)	10	340	7.6	23	11	4	2	6	24	43	54	70	40	86
H-Combine mandatory classes for K-12 that bring students into the outdoors with mandatory outdoor service learning hours.	10	351	7.5	39	30	7	6	9	18	37	35	41	48	120

Health & Active Lifestyles

Item	Scale	N	Avg	Div	1	2	3	4	5	6	7	8	9	10
1-10 Imp./Priority Clear Criterion														
All participants Subgroup														
I-Get the government out to clean up the toxic waste so we can provide safe and clean spaces for the outdoors - clean it up for the people there - environmental justice.	10	346	8.6	23	8	4	6	5	14	15	15	40	53	186
D-Holding free and safe outdoor events at schools in communities to get neighbors outside.	10	346	8.3	16	4	1	5	0	10	29	46	69	61	121
C-Create safe, green spaces for kids and families to exercise and grow their own food within their communities by inspiring and supporting local outdoor leaders and sustaining those positions by offering internships/jobs/money/support.	10	351	8.2	17	2	3	3	6	17	30	44	62	67	117
G-Safer and easier access to parks, fitness opportunities, and outlets.	10	338	8.2	20	7	0	5	7	13	30	36	70	52	118
F-Provide exciting incentives and choices for outdoor activities in schools, both for healthy living and exercise.	10	337	7.8	20	9	1	4	6	11	39	59	67	58	83
B-Create outdoor mentorship programs - in neighborhoods and throughout communities.	10	341	7.4	26	15	4	5	7	30	45	43	68	50	74

A-Create incentives to revamp health requirements that encourage healthy lifestyles. Give benefits to people exercising healthy lifestyle components - increase taxes on unhealthy items (remove or reduce taxes, or a tax credit/incentive on healthy items like fruits and vegetables) Purchase something that encourages outdoor recreation: bicycle, youth camp, etc.	10	332	7.4	34	21	7	8	7	21	41	32	54	53	88
E-Identify role models in specific communities and target those individuals for advocating healthy lifestyles.	10	331	7.2	24	7	5	11	12	33	53	38	73	33	66
H-Starting at kindergarten - changing physical education's image to have a choice because it is important to Millennials. Make it club time" instead of PE and give choice between activities like rock climbing yoga reading in the shade. Make it more fun. "	10	358	6.6	43	41	9	14	16	30	41	38	51	39	79

Outdoor Service

Item	Scale	N	Avg	Div	1	2	3	4	5	6	7	8	9	10
1-10 Imp./Priority Clear Criterion All participants Subgroup														
F-Website and cell phone initiatives. Outdoor Volunteer website paired with non profits. Phone - take cell phone pictures of areas that can use a project and send it to local agency that supports the above website.	10	348	7.9	25	9	4	4	12	27	27	45	50	53	117
B-Create an Outdoor Nation mobile national tour; and a mass media activation with a crew of Outdoor Nation representatives from North Face and go City to City and do outdoor service projects and activities. Documentary, Facebook, UTube, Twitter, Blog, big network commercials and promotional websites to promote and follow the event	10	327	7.6	27	13	4	6	5	20	41	43	61	42	92
A-Create an on-line directory to provide a list of outdoor service projects from local to national - best way is to create a section on Facebook.	10	337	7.5	25	11	8	7	3	19	43	56	71	45	74
E-Provide training for volunteers and find funds for people to get certifications for their projects and training to learn to lead service projects.	10	331	7.4	22	7	4	7	9	28	48	58	64	40	66
C-Creating fun promotional events - that start small (like at school) to motivate others to get involved in service.	10	328	7.2	26	10	8	10	11	24	45	53	61	45	61

D-Establish an informal day, nationally, (Sunday?) or period of time (hour? Half-hour?) where people take the time to help the environment through community service. To build into a routine.	10	334	6.2	37	26	17	21	23	39	43	44	48	21	52
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Connecting & Engaging Youth

Item	Scale	N	Avg	Div	1	2	3	4	5	6	7	8	9	10
1-10 Imp./Priority Clear Criterion All participants Subgroup														
E-Outdoor classes a requirement in schools and make sure that after school programs are funded well enough to be accessible to all kids.	10	347	8.6	17	5	4	1	1	11	16	28	69	50	162
C-Pass legislation for environmental education (this is a current bill in congress) pass environmental literacy plans to implement environmental education nation-wide.	10	322	8.5	20	4	4	2	2	16	30	21	36	55	152
G-Have environmental education part of the curriculum at schools and make outdoor time as well as hands on outdoor classes mandatory.	10	343	8.2	30	18	2	7	7	7	27	18	45	60	152
N-Outdoor education in schools and outdoor clubs; place based learning youth stewardship programs, subsidized outdoor clubs, summer camps, green civil service opps for kids to go experience the outdoors on trails and camping and recreation.	10	336	8.1	21	7	1	5	10	15	24	35	64	54	121
H-During the great depression the federal government created jobs by employing those in need by building trails and conserving wildlife. Create a federal employment program that is environmentally focused.	10	344	8	27	16	3	4	1	22	26	31	59	57	125
A-Keep recess in schools as a time to learn more about the outdoors. Let them explore the outside.	10	323	7.5	31	15	7	5	10	26	34	34	49	41	102
L-Supporting public school curricula that take a multidisciplinary approach to outdoor experiences - art, history, sciences, English - such as the mighty acorns program.	10	354	7.5	35	24	6	9	9	25	33	33	57	46	112
K-School sponsored outdoor opportunities - give monetary bonuses to schools/teachers that engage in these activities.	10	339	7.4	38	30	7	4	9	14	30	36	57	51	101
O-Have youth and child tree planting programs in their neighborhoods.	10	342	7.3	36	22	8	7	15	24	38	38	45	42	103

M-Get a program to set the students education about outdoors, educate on issues and introduce outdoor activities outdoor unit in PE classes or science classes.	10	328	7.1	30	20	8	8	11	17	45	43	75	48	53
D-More kid friendly websites about department of interior organizations. Utilize sites that kids already use and advertise in a more relevant way. (Ex. Games relate local parks sites and make them more interesting.) Re-evaluate liability policies in schools and programs to allow kids to have better access to the outdoors and other outdoor organizations.	10	353	6.8	35	25	11	16	15	27	55	42	58	35	69
I-Financial aid programs as incentives to get outdoors.	10	320	6.5	36	25	15	13	7	44	44	35	51	38	48
J-Partnerships; teach for America and boys and girls club, americorps, do something.	10	364	6.5	40	41	13	7	19	34	44	53	51	34	68
B-Employment/HR companies that share millennial experiences for face-to-face hiring at events, shops etc.	10	349	5.6	37	43	20	17	28	59	46	44	38	18	36
F-More youth should be involved, events in the morning planning it (9-12) except - not on Sunday mornings, because people have family obligations.	10	337	4	42	124	24	20	19	37	38	29	20	9	17

Challenges & Barriers

Item	Scale	N	Avg	Div	1	2	3	4	5	6	7	8	9	10
1-10 Imp./Priority Clear Criterion														
All participants Subgroup														
H-Lack of parental and school promotion of the outdoors with their kids.	10	344	8.1	21	9	2	3	5	14	31	35	67	57	121
L-Lack of family influence and awareness about the outdoors.	10	348	8	28	16	5	3	1	20	21	39	57	53	133
E-Electronic entertainment such as computers, videogames, television etc. Too much focus on technology why go outside" "the inside is so comfy".	10	340	7.9	35	26	4	4	2	12	26	24	50	56	136
K-Bring nature back to the city - urban/nature are two separate things - perception. This creates a problem and nature becomes less accessible for all people and requires resources people don't have and cant afford.	10	354	7.8	25	14	3	6	5	15	34	44	76	54	103
D-Lack of exposure, resources, awareness, fun and adventure family and community support to get outdoors.	10	331	7.8	22	8	3	6	7	23	31	36	78	55	84
A-Negative ideas surrounding the outdoors as dangerous cultural impressions of the outdoors can impede recreation	10	321	7.6	25	7	5	8	10	20	38	41	63	40	89

C-Misinformed perceptions including safety hazards, access, and lack of perceived value in the outdoor experience and lack of health benefits.	10	333	7.6	24	11	0	7	8	29	35	48	65	54	76
I-Urban environments don't help to encourage parents to let their children outside - safety and availability.	10	330	7.4	31	23	4	2	9	17	38	39	61	59	78
B-Lack of information between what to do, where to go and how to be safe.	10	330	7.4	29	17	4	9	11	15	36	44	66	51	77
J-Lack of a perceived benefit and exposure to being outdoors.	10	331	7.2	32	22	8	5	9	16	42	49	62	50	68
F-The way media defines and portrays the outdoors, creates a preconceived notion of danger, separation, the dichotomy of extreme adventure and underestimating activity, and the lack of an accessible medium.	10	347	7	35	29	7	4	13	29	40	47	66	40	72
G-Lack of outdoor role models/mentors (i.e. a celebrity for role models).	10	337	6.6	39	36	7	11	18	26	43	42	61	33	60
D-Jobs in manufacturing products for both renewable energy production and efficiency like the caulk, windows and appliances	10	359	4.7	34	60	32	43	28	50	67	20	29	9	21
E-Jobs that protect natural places and species like forests, watersheds and fish.	10	318	8.3	24	3	8	7	5	10	31	27	41	44	142
F-Jobs that restore natural places to balance, for example returning brown fields and strip mines to productive land.	10	356	7.5	28	10	7	7	17	33	47	31	54	51	99
G-Jobs that innovate to produce consumer goods that, cradle to grave, create zero carbon.	10	364	7	32	16	13	14	8	33	69	39	50	33	89
H-I've got even more great job ideas.	10	310	7	35	20	9	10	6	26	55	42	35	26	81

America's Great Outdoors - Focused Questions

Item	Scale	N	Avg	Div	1	2	3	4	5	6	7	8	9	10
1-10 Agreement Clear Criterion														
All participants Subgroup														
H-Most adults who care about conservation and the environment spent a lot of time outdoors as children.	10	369	7.6	22	10	4	4	6	29	49	36	93	58	80
G-I have fond memories of camping, hiking, fishing-being outside-with my family.	10	369	7.2	59	59	10	14	5	18	13	12	35	28	175
C-The outdoor recreation areas (parks, trails, lakes/rivers) are easily accessible in my community	10	369	6.4	38	28	12	29	23	36	47	38	64	24	68
F-I would like to gain new skills in outdoor recreation (pitching a tent, starting a fire, identifying plants and animals, etc.) but are not sure how.	10	366	6	46	39	29	31	14	39	42	33	39	26	74

B-There are enough areas designated for outdoor recreation in my community	10	356	5.9	40	36	18	33	27	45	46	19	56	29	47
I-People who live in urban areas care less about the environment/conservation than people living in rural areas.	10	388	5.4	36	54	17	34	21	65	65	36	47	18	31
D-The youth programs in your community are affordable and accessible	10	368	5.2	31	37	20	49	31	55	75	23	37	20	21
E-I prefer to recreate outdoors alone rather than in groups.	10	367	4	32	89	20	82	22	63	34	16	16	7	18
A-I would recreate outdoors (bike, hike, run, swim, fish, hunt, rock climb) but there aren't any places within 3 miles of my home or apartment to do them.	10	378	3.8	48	147	31	46	14	26	27	12	33	11	31

Green Jobs - Focused Questions

Item	Scale	N	Avg	Div	1	2	3	4	5	6	7	8	9	10
1-10 Agree/Importance Criterion														
All participants Subgroup														
<u>A-What kind of green job most interests you?.</u>														
B-Jobs in renewable energy like solar or wind	10	354	6.1	40	37	12	32	11	35	68	32	44	25	58
C-Jobs in energy efficiency like energy measurements and insulating buildings.	10	347	5.7	36	34	20	33	16	43	75	37	31	18	40
D-Jobs in manufacturing products for both renewable energy production and efficiency like the caulks, windows and appliances	10	359	4.7	34	60	32	43	28	50	67	20	29	9	21
E-Jobs that protect natural places and species like forests, watersheds and fish.	10	318	8.3	24	3	8	7	5	10	31	27	41	44	142
F-Jobs that restore natural places to balance, for example returning brown fields and strip mines to productive land.	10	356	7.5	28	10	7	7	17	33	47	31	54	51	99
G-Jobs that innovate to produce consumer goods that, cradle to grave, create zero carbon.	10	364	7	32	16	13	14	8	33	69	39	50	33	89
H-I've got even more great job ideas.	10	310	7	35	20	9	10	6	26	55	42	35	26	81
<u>I-What kind of preparation do you think would help most in helping you land your chosen green job?.</u>														
J-More education - a two-year program.	10	356	7	31	13	16	12	10	23	68	49	50	38	77
K-More education - a four year degree	10	304	7.4	35	20	5	9	8	22	31	21	51	49	88
L-More education - a four year degree, plus graduate school.	10	325	7.2	37	21	6	8	12	37	48	21	34	33	105
M-On-the-job training.	10	331	8.7	17	3	3	2	4	11	19	24	41	48	176
N-A great internship with a company that is already doing this kind of work.	10	328	8.9	15	4	1	3	4	7	12	16	35	60	186
O-An apprenticeship in a trade or field that helps me learn all the components of this job.	10	280	8.4	17	5	1	1	4	9	17	25	56	54	108

P-An internship with a federal agency supporting or doing this kind of job. 10 339 8.2 19 5 2 3 1 15 39 46 59 46 123

Outdoor Nation Youth Summit - Evaluation

Item	Scale	N	Avg	Div	1	2	3	4	5	6	7	8	9	10
1-10 Agreement Clear Criterion All participants Subgroup														
E-I believe that we should make the "Outdoor Nation Summit an annual event.	10	365	9.3	11	5	0	1	0	5	10	7	31	40	266
F-The interactive technology was helpful "and used effectively at our Summit	10	354	8.8	17	6	1	4	5	4	15	24	35	68	192
D-I am excited about bringing this work/these "ideas back home to my community/ongoing work	10	363	8.7	15	3	2	1	5	7	23	25	61	63	173
C-We are on the right track	10	373	8.6	12	0	1	6	3	10	19	20	93	75	146
A-We had a successful "Outdoor Nation Summit	10	388	8.5	15	5	1	4	2	5	28	33	93	77	140
B-I felt heard	10	368	8.1	23	17	0	2	2	11	30	34	74	82	116